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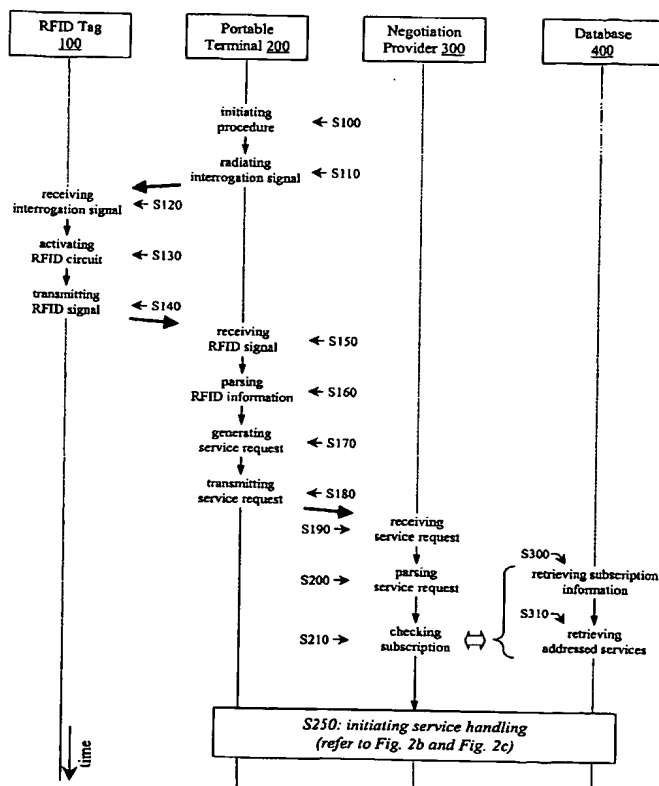
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[Continued on next page]

(54) Title: NETWORK SERVING DEVICE, PORTABLE ELECTRONIC DEVICE, SYSTEM AND METHODS FOR MEDIATING NETWORKED SERVICES



(57) Abstract: The present invention relates to a mediating service which mediates and switches, respectively, networked services between a portable electronic device and service providers operating the networked services. In accordance with an aspect of the present invention, a method for mediating networked services by a mediating service provider is provided. A service request message is received from a portable, electronic terminal via a data communication connection to provide at least a tag identification sequence and a subscriber identification. The tag identification sequence is originally obtained from a RFID tag by said portable, electronic terminal. One or more one or more individual services are selected by them means of the tag identification sequence and on the basis of the subscriber identification. The mediating service provider further initiates the establishing of the one or more selected individual services between the portable, electronic terminal and at least one tag service provider which operates the one or more selected individual services.

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